

## **AMERICA READS RECRUITMENT AND INFORMATIONAL RESOURCES**

The Corporation for National Service has developed a series of resources to assist in recruiting tutors for the America Reads challenge and building strong America Reads programs. These resources are designed to convey the national scope of America Reads and to allow you to insert local information to make them more effective for recruitment.

### **DESCRIPTIONS OF AMERICA READS RESOURCES**

#### ***Logos***

The America Reads logo may be used on its own or adapted to your program by replacing “America” with the name of your city or state. You may use the logo on any recruiting materials you produce such as flyers, brochures, posters, letterhead, business cards and apparel. Instructions on how to download the logos are available at **[www.nationalservice.org/logos](http://www.nationalservice.org/logos)**. Other program logos, such as AmeriCorps and National Senior Service Corps, are also available.

**If you already have a logo for your local program**, you may use the *America Reads* logo along with your local logo to show that you and your participants are part of a nationwide effort to improve literacy.

**To adapt the logo**, use the following guidelines:

If possible, replace existing words with those of your program using the font called Trajan Bold. If this font is not available to you, use Times New Roman in all capital letters. The logo may be reproduced in one color (100% black or 100% PMS 288 (blue)).

To reproduce the logo in two colors, use PMS 288 (blue) for the book, stars, and text, and PMS 193 (red) for the people (including heads). Note: To avoid the higher cost of adding a third color in materials you produce using a two-color logo, you may want to consider PMS 288 (blue) instead of black for other text.

#### ***Stickers***

A three-inch sticker with the *America Reads* logo in blue and red on white background is available in rolls of 100.

## ***Brochures***

There are two types of brochures available:

- **FGP/RSVP Senior Recruitment Brochure**
- **Tutor Recruitment (Community Volunteers) Brochure**

Both of these color brochures are based on the same design but tailored with text and photographs to target either seniors or community volunteers. The brochures have one blank panel where you can add local program and contact information.

**To localize a brochure**, insert (or staple in) a flyer; use a sticker or stamp with your program name, address, and phone number; or download the brochure template from the web and add in your local information and photos before printing.

## ***Posters and Advertisement***

An advertisement and poster based on the same design have been developed to recruit community volunteer tutors. The poster has been printed in two formats: 11" x 17", in color and 8 1/2" x 11", in black and white. To localize the color poster, add your local contact information in the white box located in the lower right corner. To localize the black and white poster, add your contact information in the area below the "Become a tutor!" tag line. The camera-ready advertising slick may be adapted in this same manner.

## ***Banner***

A 4' x 3' banner with the America Reads logo in blue and red on a white vinyl background can be used hanging as a backdrop or as a table drape.

## **ORDERING RESOURCES**

The materials described above are available to be ordered through the Corporation's distributor, Mississippi Industries for the Blind (MIB). To order, download and complete the order form and fax or send to MIB.



# ORDER FORM

Program Director: \_\_\_\_\_

Program Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Shipping Address (if different than mailing Address):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Method of Payment (check one): \_\_\_\_\_ purchase order \_\_\_\_\_ check \_\_\_\_\_ credit card

For credit card purchases only:

Credit Card Type (Visa or Master Card): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Credit Card

Expiration Date: \_\_\_\_\_

CODE	DESCRIPTION	PRICE	QUANTITY	TOTAL
ARLOGO	America Reads Camera-ready Logo Slick (limit 5 per order)	No charge		
ARAD	America Reads Tutor Recruitment Ad Slick (limit 5 per order)	No charge		
ARBRO	America Reads Tutor Recruitment Brochure (limit 250 per order) Gold Cover	No charge		
ARSEN	America Reads FGP/RSVP Senior Recruitment Brochure (limit 250 per order) Turquoise Cover	No charge		
ARSTICK	America Reads Sticker-3" diameter (100 stickers per roll)	\$ 4.00 per roll		
ARPOST	America Reads Poster, 4-color, 11"x 17"	\$ 0.50		
ARBW	America Reads Poster, Black and White, 8 ½ "x 11"	\$ 0.10		
ARBAN	America Reads Banner, 2-color, 3' x 4'	\$ 15.00		
		Total of Order		
		Add 3% for Credit Card Use		
		GRAND TOTAL		

Send this form with your method of payment to: Mississippi Industries for the Blind,  
 P.O. Box 4417, Jackson, MS 39296-4417; Fax: (601) 987-3892 Telephone: (601) 984-3200